

DAILY NEWS

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The self-promoters:

If you're slightly shy, their sense-of-self is slightly scary. If you're not, it's admirable

George Plimpton said he doesn't think of himself as a famous person. "I would call myself a writer-editor," he said. "I used myself as a literary device, but not to become famous. I don't let fame get in the way of my work.

Plimpton still edits the famous Paris Review, which he founded 25 years ago, as well as a series of books entitled "Writers at Work."

Plimpton's literary device is to be the amateur who tries to function in the world of the professional. He has: performed on a circus trapeze, played football with the Detroit Lions, played a bit part in a John Wayne movie, pitched for a major league team, lost to tennis great Pancho Gonzales, hunted for the world's largest elephant, played with a symphony orchestra, boxed with former lighthweight champ Archie Moore.

In addition to writing about his role in all these attempts, Plimpton is frequently seen on TV talk shows promoting books he's written on the subjects. Still, he claims he's primarily a writer.

"I don't think of myself as a television personality," said Plimpton. "Of course, I realize that television reaches 20 million people, while a best-selling book reaches far fewer. If you've written a book, your publisher may beg you to go on talk shows to promote it."

However, Plimpton says he often does talk shows just to keep up with friends. "I don't really enjoy doing talk shows," he said, "but I like Merv Griffin

and when he asks me to come tell him what I'm doing, I go. Recently, I did his show to discuss my book "The Shadow Box," but we hardly got to discuss it."

My own favorite self-promoter, Jerry Cammarata, was, incredibly, not to be reached. The general public may not be aware of Cammarata, but the media is. A Staten Island speech therapist, he first came to public attention when he took advantage of paternity leave from his teaching job to stay home with his two daughters.

Although his paternity leave was described as an idea which never caught fire with many males, Cammarata remained undaunted. He gave interviews denying that he had assumed the role of househusband. He also found time to research and record an album entitled "Plant Serenade," which was said to promote plant growth through sound vibration. Cammarata says he also performed in the movie

By BRENDA WOODS

"The Godfather", and made several theatrical appearances.

Just last month I heard from Cammarata again. It was shortly before Father's Day and he had written a book entitled "The Fun Book of Fatherhood" which tells how to raise children creatively as told by "Super Pop."

Come to think of it, Cammarata is probably out of town plugging his book which is why I can't herself. What else?

Apparently, late June isn't the best month to seek out the promoters. Bianca Jagger was in London, Diane von Furstenberg has just left for Europe, Truman Capote's whereabouts were unknown, Margaux Hemingway was in South America and Margaret Trudeau was holed up in London writing a book about herself. What else?

Unbelievably, actress Sylvia Miles didn't return my telephone call to her. I'm worried about Sylvia.

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